

Report From Philip Morris

Filters Fall Short.

Researchers create 'Enriched Flavor' for taste of new low tar MERIT after disappointing results with special filters.

After countless efforts at designing special "low tar, good taste" filters, Philip Morris—like most others—had achieved only marginal results.

Filters are good for filtering, not for giving taste to a cigarette.

Tobacco gives taste to a cigarette. And the more tobacco taste that's filtered out in the form of tar, the less taste a cigarette will deliver.

That's the conclusion that led us to the business end of smoking. The tobacco end. And a remarkable new flavor discovery called 'Enriched Flavor.'

The new cigarette with 'Enriched Flavor' is MERIT.

It delivers only 9 mg. of tar—less than 98% of all cigarettes being sold today.

Yet 'Enriched Flavor' MERIT delivers the taste of cigarettes having more tar. Up to 60% more tar.

If you smoke, you'll be interested.



Smokers Report MERIT Delivers More Taste
9 mg. tar MERIT was taste-tested against five current leading low tar cigarette brands ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, all tested at home.*

Even if the cigarette tested had 60% more tar, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—or more—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette.

MERIT. Unprecedented flavor at 9 mg. tar.

From Philip Morris.

*American Institution of Consumer Opinion. Study conducted by an independent Philip Morris Inc., Richmond, VA (1976)

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

